

### **REMARKS**

In the first Office action, the Examiner rejected claims 1 and 2 based upon U.S. Patent Application Publication No. US2003/0093310 A1 of Macrae. Applicant disagrees that Macrae shows or suggests in Figure 1 a strategic metric. In addition, applicant disagrees that Macrae shows or suggests a strategic metric that includes a pricing strategy and a value strategy. To clarify how applicant's invention distinguishes over Macrae, applicant has amended claims 1 and 2 as shown above. Amended claim 1 now recites that applicant's method includes the step of establishing a strategic metric that includes a pricing strategy and a value strategy. Similarly, amended claim 2 now recites that applicant's tool includes structure for establishing a strategic metric that includes a pricing strategy and a value strategy.

Accordingly, for the above-identified reasons, applicant requests reconsideration of the rejection and issuance of a Notice of Allowance.

Respectfully submitted,

KOLISCH HARTWELL, P.C.

### **CERTIFICATE OF E-FILING**

I hereby certify that the attached Amendment and Extension of Time are being electronically filed with the U.S. Patent and Trademark Office, EFS Web Filing System on May 1, 2008.

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